

null  
Diana T Fritz 05/24/2007 04:50:53 PM From DB/Inbox: Search Results

Cable  
Text:

UNCLASSIFIED

SIPDIS  
TELEGRAM

March 19, 2003

To: No Action Addressee  
Action: Unknown  
From: AMEMBASSY ABU DHABI (ABU DHABI 1335 - ROUTINE)  
TAGS: OIIP, KPAO, KIRC  
Captions: None  
Subject: GETTING OUT THE WORD: PAS ABU DHABI LAUNCHES AGGRESSIVE  
IRAQ OUTREACH STRATEGY FOR THE UAE  
Ref: None

---

UNCLAS ABU DHABI 01335

SIPDIS  
CXABU:  
ACTION: PAO  
INFO: POL AMB ECON DCM  
Laser1:  
ACTION: PAO

DISSEMINATION: PAO  
CHARGE: PROG

APPROVED: ECON:TWILLIAMS  
DRAFTED: PAO:KVANDEVATE  
CLEARED: 1. PAO:TPONCE; 2. IRO:HMEDELSON

VZCZCADI307  
RR RUEHC RUEHZM RUEHAM RUEHLB  
DE RUEHAD #1335 0781128  
ZNR UUUUU ZZH  
R 191128Z MAR 03  
FM AMEMBASSY ABU DHABI  
TO RUEHC/SECSTATE WASHDC 8946  
INFO RUEHZM/GCC COLLECTIVE  
RUEHAM/AMEMBASSY AMMAN 0433  
RUEHLB/AMEMBASSY BEIRUT 0403

UNCLAS ABU DHABI 001335

SIPDIS

STATE FOR NEA/PPD WMOONEY; IIP/G/NEA RWINCHESTER;  
IIP/G/IR CBORYS

E.O. 12958: N/A  
TAGS: [KPAO](#) [KIRC](#) [OIIP](#)  
SUBJECT: GETTING OUT THE WORD: PAS ABU DHABI LAUNCHES  
AGGRESSIVE IRAQ OUTREACH STRATEGY FOR THE UAE

1. SUMMARY: DURING THE MONTH OF FEBRUARY, PUBLIC AFFAIRS  
SECTION ABU DHABI LAUNCHED AN AGGRESSIVE PUBLIC DIPLOMACY  
OUTREACH STRATEGY FOR THE CURRENT CRISIS WITH IRAQ, USING E-MAIL  
LIST-SERVES, CD-ROMS, AND OTHER IIP PRODUCTS TO GET OUT THE  
MESSAGE ON U.S. POLICIES TOWARD IRAQ AND OTHER KEY MIDDLE EAST  
ISSUES. CONTRARY TO OUR EXPECTATIONS, MEDIA, GOVERNMENT, AND  
ACADEMIC INTERLOCUTORS HAVE RESPONDED POSITIVELY TO THESE EFFORTS  
WITH FURTHER REQUESTS FOR INFORMATION. END SUMMARY.

2. IN ORDER TO MAXIMIZE THE IMPACT OF OUR MESSAGE ON IRAQ, PAS

AND INFORMATION RESEARCH CENTER (IRC) STAFF PLANNED, DEVELOPED, AND IMPLEMENTED A WIDE RANGING OUTREACH STRATEGY TO SPREAD IIP AND PD MATERIALS ON IRAQ TO THE GENERAL PUBLIC AND KEY MEDIA, GOVERNMENT, AND ACADEMIC CONTACTS. MAJOR SPEECHES, INTERVIEWS, AND POLICY STATEMENTS ARE DISTRIBUTED DAILY TO A SELECT LIST OF KEY CONTACTS. PARTICULAR RECIPIENTS RECEIVE MORE SPECIALIZED IIP PRODUCTS, OFFICE OF GLOBAL COMMUNICATIONS DOCUMENTS, AND WASHINGTON FILE STAFF ARTICLES BASED ON PROFESSIONAL OR PERSONAL INTERESTS.

¶3. GIVEN THE CONNECTIVITY OF EMIRATIS AND OTHER RESIDENTS OF THE UAE, DELIVERY METHODS FOCUS ON EMAIL, THE EMBASSY WEBSITE, FAX, AND CELLULAR TELEPHONE MESSAGING. PAS CREATED A SEPARATE IRC EMAIL ACCOUNT TO DISSEMINATE MATERIALS QUICKLY AND EFFICIENTLY WHILE RECEIVING FEEDBACK AT THE SAME TIME. RESPONSES ARE POSITIVE AND ENCOURAGING, PARTICULARLY FROM KEY CONTACTS AT ABU DHABI TV, THE EMIRATES NEWS AGENCY, AND THE UAE MINISTRY OF INFORMATION AND CULTURE.

¶4. FOR EXAMPLE: THE "GULF NEWS", THE LEADING ENGLISH LANGUAGE NEWSPAPER IN THE UNITED ARAB EMIRATES, QUOTED EXTENSIVELY FROM IIP'S "IRAQ'S VOICES FOR FREEDOM" IN A 1300-WORD ARTICLE PUBLISHED FRIDAY, MARCH 14, 2003, AND ENTITLED "IRAQIS WANT DEMOCRACY TO SHAPE FUTURE" WITH SUBTITLE: "EXILES WANT A FREE AND INDEPENDENT STATE; SEE (THEIR) COUNTRY AS THE JAPAN OF MIDDLE EAST." AUTHOR SHAZIA MALIK DIRECTLY QUOTED THE IRAQI EXILES FEATURED IN "IRAQ'S VOICES FOR FREEDOM" AND ATTRIBUTED IRC ABU DHABI FOR THE INFORMATION. MS. MALIK SUBSEQUENTLY CONTACTED IRC STAFF FOR FURTHER INFORMATION ON THE COSTS OF REBUILDING AFGHANISTAN.

WAHBA